

Specific Format Required for a Complete Proposal

A complete proposal should contain the following information in this order and numbered this way:

1. New Program Proposal Form

Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Southeast Missouri State University – Department of Management & Marketing

Program Title: Healthcare Management

Degree/Certificate: Bachelor of Science in Healthcare Management

Options: -Quality and Patient Safety
-Informatics

Delivery Site(s): Southeast Missouri State University – Main Campus and Online. Kennett, Malden, and Sikeston Campuses pending demand.

CIP Classification (provide a CIP code): Healthcare Management: 51.07

Implementation Date: Spring 2015

Cooperative Partners: None

Expected Date of First Graduation: Fall 2017

AUTHORIZATION

William Eddleman, Provost William D. Eddleman 6-27-14
Name/Title of Institutional Officer Signature Date

Heather S. McMillan, Faculty Associate 573-651-2317
Person to Contact for More Information Telephone

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<u>William Eddleman, Provost</u>	_____	_____
Name/Title of Institutional Officer	Signature	Date

<u>Heather S. McMillan, Faculty Associate</u>	<u>573-651-2317</u>
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2. Need:

A. Student Demand:

- i. Estimated enrollment each year for the first five years for full-time and part-time students

Form SE

STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full-Time	10	10	15	15	15
Part-Time	5	10	10	10	15
TOTAL	15	20	25	25	30

- ii. Will enrollment be capped in the future? *No*

B. Market Demand:

The U.S. Bureau of Labor Statistics (BLS) reported wage and salary employment in the medical and health services management category is projected to grow 23 percent between 2012 and 2022. This growth rate is much faster than other industries. While many of these jobs are for practitioners, nurses, and allied health professionals, many others have duties that do not include hands-on patient care: for example, marketing, human resources, finance, and administration positions. This degree is targeted towards practitioners who desire to move up in clinical management or out of direct patient care into a support role. For practitioners with an existing associate's degree, the BS in Healthcare Management can be earned in approximately 72 hours.

According to the Bureau of Labor Statistics, "The demand for health services is expected to increase as the population ages. An aging population will need more medical tests, treatments, and procedures. This will also mean more claims for reimbursement from private and public insurance. Additional records, coupled with widespread use of electronic health records by all types of healthcare providers, should lead to an increased need for technicians to organize and manage the associated information in all areas of the healthcare industry" (U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition). This degree will help fulfill the need for non-clinical healthcare employees.

Finally, the state of Missouri Occupational Outlook (2008-2018) states that 3 of the top ten fastest growing, as well as largest growth, industries are healthcare related.

C. Societal Need:

General needs which are not directly related to employment
The recent passage of the Patient Protection and Affordable Care Act, as well as the aging Baby Boomer population, will result in increased need for the reasons stated above.

D. Methodology used to determine "B" and "C" above.

The information from B and C was primarily drawn from the United States Bureau of Labor Statistics Web Page, as well as the BLS Occupational Outlook Handbook and Missouri Economic Outlook 2008-2018.

3. Duplication and Collaboration: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?

This program is relatively unique because it is housed in a College of Business, rather than public health or nursing. Washington University in St. Louis also has a College of Business program in Healthcare Management.

Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete Form CL. *No.*

4.

**Form PS
PROGRAM STRUCTURE
BS – Healthcare Management**

- A. Total credits required for graduation: 120
- B. Residency requirements, if any: None
- C. General education (total credits): 51

General education courses (specific courses OR distribution area and credits):

<u>UI100</u>	<u>3</u>	cr.	<u>EN100</u>	<u>3</u>	cr.	<u>Artistic Exp</u>	<u>3</u>	cr.
<u>Literary Exp</u>	<u>3</u>	cr.	<u>Living Sys</u>	<u>3</u>	cr.	<u>Physical Sys</u>	<u>3</u>	cr.
			(BS 103 req)					
<u>Major Civ</u>	<u>3</u>	cr.	<u>Political Sys</u>	<u>3</u>	cr.	<u>Social Sys</u>	<u>3</u>	cr.
<u>Written Exp</u>	<u>3</u>	cr.	<u>Oral Exp</u>	<u>3</u>	cr.	<u>Logical Sys</u>	<u>3</u>	cr.
<u>Behavior</u>	<u>3</u>	cr.	<u>Economic</u>	<u>3</u>	cr.	<u>UI 3xx</u>	<u>3</u>	cr.
<u>Sys (HL</u>			<u>Sys (EC215</u>			<u>(UI 352 req)</u>		
<u>120 req)</u>			<u>req)</u>					
<u>UI 3xx</u>	<u>3</u>	cr.	<u>UI 4xx</u>	<u>3</u>	cr.			cr.
<u>(UI 386 req)</u>			<u>(UI 412 req)</u>					

- D. Major requirements (total credits): 51

1. Major requirements

<u>EC 585</u>	<u>3</u>	cr.	<u>HA 300 or</u>	<u>3</u>	cr.	<u>HA 473</u>	<u>3</u>	cr.
			<u>MG301</u>					
<u>HA 510</u>	<u>3</u>	cr.	<u>HL 113</u>	<u>3</u>	cr.	<u>HL 320</u>	<u>3</u>	cr.
<u>PY 101</u>	<u>3</u>	cr.	<u>PY 271</u>	<u>3</u>	cr.	<u>PY 555</u>	<u>3</u>	cr.
<u>MG 252</u>	<u>3</u>	cr.	<u>MG 356</u>	<u>3</u>	cr.	<u>MG 362</u>	<u>3</u>	cr.
<u>SC 300</u>	<u>3</u>	cr.			cr.			cr.

2. Options (Choose 1)

<u>Quality & Patient Safety</u>			<u>Informatics</u>		
<u>HA520</u>	<u>3</u>	cr.	<u>MI375</u>	<u>3</u>	cr.
<u>HA525</u>	<u>3</u>	cr.	<u>HA540</u>	<u>3</u>	cr.
<u>HA530</u>	<u>3</u>	cr.	<u>HA545</u>	<u>3</u>	cr.
<u>HA535</u>	<u>3</u>	cr.	<u>Pick one:</u>	<u>3</u>	cr.
			<u>CY501 or</u>		
			<u>MG575</u>		

- E. Free elective credits
(sum of C, D, & E should equal A): 18

F. Requirements for thesis, internship or other capstone experience:

3 credit hour internship

G. Any unique features such as interdepartmental cooperation:

Cooperation among Management & Marketing; Health, Human Performance & Recreation; Psychology; Communication Studies

NEW COURSES TO BE DEVELOPED FOR MULTIPLE PROGRAMS

HA 300 – Introduction to Healthcare Management	3
HA 473 – Internship in Healthcare	3
HA 491/492/493 – Independent Study in Healthcare	1-3
HA 510 – Healthcare Operations	3
HA 520 – Introduction to Healthcare Quality	3
HA 525 – Advanced Healthcare Quality	3
HA 530 – Introduction to Patient Safety	3
HA 535 – Advanced Patient Safety	3
HA 540 – Healthcare Informatics	3
HA 545 – Healthcare Database Systems	3
EC 585 – Healthcare Economics	3

No new state money is requested. Full funding for new position shown here, but will also have teaching responsibility in the MS in Healthcare Management, Graduate Certificates, and the BSBA in Healthcare Administration.

- Special skills specific to the program
None identified
- Proportion of students who will achieve licensing, certification, or registration
Many of the students in the BS program will already be licensed upon beginning the program.
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
N/A
- Placement rates in related fields, in other fields, unemployed
Placement rates in related field 85%, in other fields 10%, unemployed 5%.
- Transfer rates, continuous study
N/A

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys
There will be an annual survey of alumni requesting input related to satisfaction with quality of program.
 - Expected satisfaction rates for employers, including timing and method of surveys
External stakeholders in the healthcare industry from Cape Girardeau and St. Louis will be consulted on an ongoing basis for input related to satisfaction with graduates.
7. Accreditation: If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.
This degree will be exempted from AACSB accreditation. Per AACSB guidelines, it utilizes <25% of business-specific courses, is targeted towards a specific audience (i.e., healthcare) and accreditation will be sought from a different organization (i.e., Association of University Programs in Health Administration (AUPHA)).
 8. Institutional Characteristics: Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.
The university is situated in a medical hub for the region. However, not everyone employed by the area's medical centers and private offices are doctors, nurses and therapists. Because of the variety of programs, we can provide dedicated study to those individuals who want to work in healthcare, but do not want direct patient interactions, as well as dedicated study to those practitioners who wish to move up in management in their institutions.
Many students come into the university thinking they want to pursue pre-med or nursing, only to realize that they do not excel in the math and science required for these majors. This program could provide an area of study for those students who wish to stay in the health field and utilize a different skill set to help people.
 9. Any Other Relevant Information:
N/A